

DATA AS OF JANUARY 1, 1974 RE
CIGARETTES MANUFACTURED AND SOLD
BY PHILIP MORRIS INCORPORATED
FOR NATIONAL DISTRIBUTION

BRAND	TYPE	FILTER TYPE	CIGARETTE	APPROXIMATE LENGTHS		TIPPING
					FILTER	
1. Alpine**	Menthol Filter	C.A.+	85 mm		21 mm	26 mm
2. Benson & Hedges	Filter	Paper - Recessed	70		15 plus 5 recess	24
3. Benson & Hedges	Filter	C.A. - Recessed	85		15 plus 5 recess	30
4. Benson & Hedges 100's	Filter	C.A.	100		27	32
5. Benson & Hedges 100's	Menthol Filter	C.A.	100		27	32
6. English Ovals	Non-Filter	None	70		--	--
7. English Ovals	Non-Filter	None	85		--	--
8. Galaxy	Filter	Charcoal on C.A. plus C.A.	85		25	30
9. Marlboro	Filter	C.A.	80		19	23
10. Marlboro	Filter	C.A.	85		21	25
11. Marlboro (Box)*	Filter	C.A.+	100		27	31
12. Marlboro (Soft Pack)*	Filter	C.A.+	100		27	31
13. Marlboro	Menthol Filter	C.A.+	85		21	26
14. Marlboro Lights	Filter	C.A.+	85		25	30
15. Multifilter	Filter	Charcoal on C.A. plus C.A.+	85		25	30
16. Multifilter	Menthol Filter	Charcoal on C.A. plus C.A.+	85		25	30
17. Parliament***	Filter	C.A. - Recessed	80		15 plus 5 recess	28
18. Parliament***	Filter	C.A. - Recessed	85		15 plus 5 recess	30
19. Parliament 100's	Filter	Charcoal on C.A. plus C.A.- Recessed	100		20 plus 5 recess	36
20. Philip Morris	Non-Filter	None	70		--	--
21. Philip Morris Commander	Non-Filter	None	85		--	--
22. Players	Non-Filter	None	70		--	--
23. Virginia Slims	Filter	C.A.	100		25	32
24. Virginia Slims	Menthol Filter	C.A.	100		25	32

*These products with identical specifications are in a test market in red package designs (Spokane, Seattle, Alaska, Oklahoma City/Tulsa, Oklahoma and Columbia, South Carolina).

**This product with identical specifications is in test market in a redesigned package (Houston, Texas and Milwaukee, Wisconsin).

***These products with identical specifications are in a test market in a redesigned package (Cleveland, Ohio and Houston, Texas).

+Ventilation system used.

C.A. = Cellulose Acetate